IN THE CLAIMS

Please amend the claims as follows:

1.   (Currently Amended): A method for electronically inserting advertisement into displayed content of an electronic book, comprising steps of:

organizing sequentially content of said electronic book into portions corresponding to more pages than what are simultaneously viewed on a single display;

dynamically inserting from a remote electronic archive an advertisement at a location within said content, said content now including said advertisement;

dividing said content including said advertisement into a plurality of discrete content amounts;

displaying at least two of said discrete content amounts on said single display, at least one of said two discrete amounts including said advertisement, said content including said advertisement embedded on a page that is displayed on said single display; and

advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein

said advancing step comprises

displaying at least two pages simultaneously flipping across from at least one of book right-side to the book left-side and from the book left-side to the book right-side, a corresponding one of said at least two pages simultaneously flipping being said page displaying said content including said embedded advertisement, and

displaying a speed of browsing through the electronic book,

the number of the at least two simultaneously moving pages is proportional to a variable flipping speed, and

the speed of browsing through the electronic book is proportional to the variable flipping speed.

2.   (Canceled):

3.   (Previously Presented): The method of Claim 1, wherein said step of displaying at least two pages simultaneously flipping comprises:

displaying a plurality of pages flipping as a group

4.   (Currently Amended): The method of Claim 1, wherein said step of displaying at least two pages simultaneously flipping further comprises:

displaying open pages of a first side of said book representation and a second side of said book representation at a fixed location with respect to said display screen as different pages of said book representation are displayed when moved from said first side to said second side of said book representation; and

displaying outer edges of said open pages on said second side of said book representation as moving away from ~~an imaginary dividing line~~a mid-point between said first side of said book representation and said second side of said book representation when said different pages are moved from said first side to said second side of said book representation.

5.   (Previously Presented): The method of Claim 1, wherein said step of displaying at least two pages simultaneously flipping further comprises one of:

displaying a first thickness image of a plurality of pages moving from said first side to said second side; and

displaying a second thickness image of a plurality of pages moving from said second side to said first side.

6.   (Previously Presented): The method of Claim 1, wherein said step of displaying at least two pages simultaneously flipping further comprises:

displaying a page simultaneously bending and moving across a display to reveal an underlying page.

7.   (Previously Presented): The method of Claim 1, wherein said step of displaying at least two pages simultaneously flipping further comprises:

displaying more than one page simultaneously moving across a display, an amount of said more than one page corresponding to an increased rate of browsing.

8.   (Previously Presented): The method of Claim 1, further comprising:

freezing a flipping page on a display.

9.   (Previously Presented): The method of Claim 1, further comprising:

entering an address indicator;

flipping a current page; and

displaying a new page containing content corresponding to said address indicator.

10.   (Previously Presented): The method of Claim 1, further comprising:

activating a link on a displayed page.

11.   (Currently Amended): A system for electronically inserting advertisement into displayed content, comprising:

means for organizing sequentially content of said an electronic book into portions corresponding to more pages than what are simultaneously viewed on a single display;

means for <u>dynamically</u> inserting from a remote electronic archive an advertisement at

a location within said content, said content now including said advertisement;

means for dividing said content including said advertisement into a plurality of

discrete content amounts;

means for displaying at least two of said discrete content amounts on said single

display, at least one of said two discrete amounts including said advertisement, said content

including said advertisement embedded on a page that is displayed on said single display; and

means for advancing to a selected discrete content amount other than said at least two

discrete content amounts, wherein

said means for advancing comprises

means for displaying at least two pages simultaneously flipping across from at

least one of book right-side to the book left-side and from the book left-side to the

book right-side, a corresponding one of said at least two pages simultaneously

flipping being said page displaying said content including said embedded

advertisement, and

means for displaying a speed of browsing through the electronic book,

the number of the at least two simultaneously moving pages is proportional to a

variable flipping speed, and

the speed of browsing through the electronic book is proportional to the variable

flipping speed.

12.   (Previously Presented): The system of Claim 11, wherein said means for

displaying at least two pages simultaneously flipping comprises:

means for displaying a plurality of pages flipping as a group

13.   (Currently Amended): The system of Claim 11, wherein said means for displaying at least two pages simultaneously flipping further comprises:

means for displaying open pages of a first side of said book representation and a second side of said book representation at a fixed location with respect to said display screen as different pages of said book representation are displayed when moved from said first side to said second side of said book representation; and

means for displaying outer edges of said open pages on said second side of said book representation as moving away from ~~an imaginary dividing line~~a mid-point between said first side of said book representation and said second side of said book representation when said different pages are moved from said first side to said second side of said book representation.

14.   (Previously Presented): The system of Claim 11, wherein said means for displaying at least two pages simultaneously flipping further comprises one of:

means for displaying a first thickness image of a plurality of pages moving from said first side to said second side; and

means for displaying a second thickness image of a plurality of pages moving from said second side to said first side.

15.   (Previously Presented): The system of Claim 11, wherein said means for displaying at least two pages simultaneously flipping further comprises:

means for displaying a page simultaneously bending and moving across a display to reveal an underlying page.

16.   (Previously Presented): The system of Claim 11, wherein said means for displaying at least two pages simultaneously flipping further comprises:

means for displaying more than one page simultaneously moving across a display, an

amount of said more than one page corresponding to an increased rate of browsing.

17.   (Previously Presented): The system of Claim 11, further comprising:

means for freezing a flipping page on a display.

18.   (Previously Presented): The system of Claim 11, further comprising:

means for entering an address indicator;

means for flipping a current page; and

means for displaying a new page containing content corresponding to said address

indicator.

19.   (Previously Presented): The method of Claim 11, further comprising:

means for activating a link on a displayed page.

20.   (Currently Amended): A computer readable storage medium, including

encoded computer program instructions that cause a computer to implement a method

comprising:

organizing sequentially content of said an electronic book into portions corresponding

to more pages than what are simultaneously viewed on a single display;

dynamically inserting from a remote electronic archive an advertisement at a location

within said content, said content now including said advertisement;

dividing said content including said advertisement into a plurality of discrete content

amounts;

displaying at least two of said discrete content amounts on said single display, at least

one of said two discrete amounts including said advertisement, said content including said

advertisement embedded on a page that is displayed on said single display; and

advancing to a selected discrete content amount other than said at least two discrete

content amounts, wherein

said instructions for advancing include instructions for

displaying at least two pages simultaneously flipping across from at least one

of book right-side to the book left-side and from the book left-side to the book right-

side, a corresponding one of said at least two pages simultaneously flipping being said

page displaying said content including said embedded advertisement, and

displaying a speed of browsing through the electronic book,

the number of the at least two simultaneously moving pages is proportional to a

variable flipping speed, and

the speed of browsing through the electronic book is proportional to the variable

flipping speed.

21.   (Previously Presented): The method of Claim 1, further comprising a step of:

displaying a jump cursor on at least one of said first thickness image and said second

thickness image, corresponding to a selected page that is covered by other pages.

22.   (Previously Presented): The method of Claim 21, further comprising steps of:

actuating said jump cursor and flipping said other pages in a single flipping operation

so as to open said book to said selected page.

23.   (Previously Presented): The method of Claim 1, further comprising steps of:

flipping and displaying content simultaneously on multiple flipping pages.

24.   (Previously Presented): The method of Claim 1, further comprising steps of:

increasing a flipping speed and displaying a greater number of flipping pages in

response to increasing the flipping speed.

25.   (Previously Presented): The method of Claim 1, further comprising a step of:

displaying a set of pages as a collapsed fan display.

26.   (Previously Presented): The method of Claim 1, further comprising steps of:

jumping to a selected page on at least one of said first thickness image and second

thickness image, and displaying an animated image of skipped pages as a group of flipping

pages moving across the screen, a thickness of said group of flipping pages being

proportional to a number of the skipped pages.

27.   (Previously Presented): The method of Claim 1, further comprising:

activating a link of a displayed page; and

advancing to a selected discrete content amount pointed to by said link.

28.   (Canceled).

29.   (Canceled).

30.   (Canceled).

31.   (Previously Presented): The method of Claim 1, wherein said step of inserting from a remote electronic archive comprises:

statically inserting from a remote electronic archive said advertisement at said location within said content, said content now including said advertisement.

32.   (Previously Presented): The system of Claim 11, wherein said means for inserting from a remote electronic archive comprises:

means for statically inserting from a remote electronic archive said advertisement at said location within said content, said content now including said advertisement.

33.   (Previously Presented): The method of Claim 20, further comprising :

statically inserting from a remote electronic archive said advertisement at said location within said content, said content now including said advertisement.

34-36. (Canceled):